

Utah Nutrition and Physical Activity Partnering for

2011

January

Progress



Child Nutrition Reauthorization Act Signed

On December 13, 2010, President Obama signed the Healthy, Hunger-Free Kids Act of 2010 (S 3307). This major step forward provides children with healthy food in schools. It provides for healthier, more nutritious food options and educates children about healthy food choices.

The 5-year reauthorization funds federal child nutrition programs. With broad bipartisan support, the bill provides new funding to improve nutrition in schools, increase access for low-income children, and reduce childhood obesity.

Provisions include:

- Giving the U.S. Department of Agriculture (USDA) authority to set nutritional standards for foods sold during the school day, (e.g., vending machines and “a la carte” items)
- Providing funds to schools that meet updated nutritional standards for federally-subsidized lunches
- Helping communities establish local farm-to-school networks, create school gardens, and use more local foods in the school setting
- Expanding access to drinking water in schools and child care settings
- Setting basic standards for school wellness policies
- Promoting nutrition and wellness in child care settings
- Expanding support for breastfeeding through the WIC program

The law also addresses using Medicaid data to increase access to school meal programs, allows for universal meal access for students in high-poverty areas, and supports meals for at-risk children in afterschool programs. The USDA will develop the regulations, which will take effect in 2-3 years. PANO staff will notify partners when the USDA requests comments on the regulations.

America's Winnable Battles:

- HIV
- Obesity/Nutrition/Physical Activity
- Teen Pregnancy
- Motor Vehicle Injuries
- Health Care Infections
- Tobacco

Utah's Winnable Battles:

- Cancer (Breast, Cervical, & Colorectal)
- Healthcare-Associated Infections
- Motor Vehicle Injuries
- Prescription Drug Misuse, Abuse and Overdose Deaths
- Physical Activity, Nutrition & Obesity
- Teen Pregnancy & Sexually Transmitted Infections
- Tobacco Cessation

Letter from the Editor

In the Fall of 2010, Dr. Thomas Frieden, Director of the Centers for Disease Control and Prevention, announced six public health priorities – or “winnable battles.” I was happy to see that obesity/nutrition/physical activity was on the list. Shortly thereafter, the Executive Director's Office at the Utah Department of Health (UDOH) followed suit and announced Utah's winnable battles – with physical activity, nutrition, and obesity included.

Last November, UDOH convened a group of medical and public health professionals, advocacy groups, academicians, and other public health partners to provide public comment on Utah's list. Lieutenant Governor Greg Bell facilitated the discussion and strategies from the Utah Nutrition and Physical Activity 10-year State Plan were highlighted as ways to address the physical activity, nutrition, and obesity item. The fact that obesity was included in both the national and state lists confirms that obesity will continue to be a priority in the coming years. This year both the state plan and the work group implementation plans will guide us as we strive to impact physical activity, nutrition, and obesity in Utah.



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Bike/Pedestrian Master Plan Project Receives More Funding

The Bike/Ped Master Plan Guide project will receive more funding thanks to the Utah Cancer Control Program (UCCP) at the Utah Department of Health. Their Centers for Disease Control and Prevention (CDC) grant entitled, “Demonstrate the Capacity of Comprehensive Cancer Control Programs to Implement Policy and Environmental Cancer Control Interventions” will fund five local governments to adopt/implement the Bike/Ped Master Plan Guide. Currently the PANO program is involving two communities (Kaysville and Taylorsville) in the developmental stages of the Bike/Ped Master Plan Guide. The additional federal funding will help sustain the project at the local level.



Work Group Updates

Community Work Group

The following are some notable activities of the Community Work Group:

- Salt Lake Valley Health Department and Utahns Against Hunger have applied for a Hunger-Free Communities grant in conjunction with the University of Utah. If the grant is funded, an environmental audit will be conducted to determine access and barriers to healthy foods, including fruits and vegetables.
- The Salt Lake City Mayor’s Office has organized an active Food Policy Task Force (see <http://www.slcgov.com/slccgreen/food/FPTF.htm>), which has implemented programs and policies to increase access to healthy foods. One recent initiative is their Fruit Gleaning project, where people can network to find available fruit trees or to find someone to harvest unused fruit trees.
- Washington County received a Centers for Disease Control & Prevention Healthy Community ACHIEVE grant. The project is to work on a Complete Streets Task Force, which all cities can join, to develop a master plan for the county as well as policies for local jurisdictions.
- Washington County Safe Kids received a “photovoice” grant for students to take pictures of positive and negative aspects of their walk to school.

- Washington County has a pastor on its local coalition who is an advocate for church wellness and teaches classes to his congregation. Church personnel will be targeted for a healthy lifestyle intervention.

- The Healthy Dixie Council continues to support A Healthier You Community Awards. For the past few years St. George has participated. The county health department encourages other cities represented on the council to apply for the award. Washington County has two cities currently working on an application.

Health Care Work Group

The Health Care Work Group continues to make progress on a survey for Utah health care providers, querying their understanding of and ability to identify and treat obesity, and to use Body Mass Index (BMI) as a measure of health. The current survey response rate is nearly 30% (over 600 responses). Results will be compiled and used to guide future directives for the Work Group.

The Work Group submitted and passed a resolution at a Utah Medical Association (UMA) meeting in support of the 5210 program. This resolution will help secure UMA support for future projects related to the promotion of healthy lifestyles. As part of this, the UMA Foundation awarded a grant

PANO’s program and partners were featured in three national CDC documents.

Specifically, the Salt Lake Food Policy Task Force, the acceptance of Electronic Benefits Transfer (EBT) at farmers’ markets, and the Gold Medal Schools program were highlighted. These documents are found on the PANO web site (www.health.utah.gov/obesity/resources).

Partner Media Training

On December 8, partners attended a media training coordinated by the Media Work Group and held at the Cannon Health Building. Mary Nickles, anchor/reporter for KUTV2 News Utah, coached participants about interacting with reporters and conducted some practice interviews. Mellissa Phillips, Media Coordinator for Shriners Children's Hospital, presented on how to interact with media professionals.



Work Group Updates Continued

to the Utah Partnership for Healthy Weight to help promote the 5210 program in the state of Utah.

Speaking points for health care providers in support of obesity awareness and prevention were updated in November. All members of the committee agreed to contact their Utah legislators, using the speaking points document, to voice support for legislation that supports healthy lifestyles.

Finally, articles were submitted to Utah medical provider publications. These included a piece on Physician Advocacy at the Legislature and a short informative note promoting a Medicaid benefit for dietitian services for nutritionally high-risk obstetrical patients. An Op-Ed article that promotes physical activity in schools was written by Drs. Joy, Verbrugge, and Hightower and appeared in the Salt Lake Tribune on October 9, 2010.

Media Work Group

The Media Work Group conducted a media training workshop for partners. See story above.

Schools Work Group

The Schools Work Group has been working to improve physical activity and nutrition in the school setting. Starting in January, this work group will be meeting in conjunction with the Utah Action for Healthy Kids. The work group has been working on the following activities:

- Created a subcommittee to develop materials that target to principals, encouraging them to create healthy school environments by promoting established state and national programs, including Gold Medal Schools™, the HealthierUS School Challenge, Fuel Up to Play 60, and the Governor's Golden Sneaker Program.
- Four schools will be achieving the Bronze level of the HealthierUS School Challenge. These are the first four schools in Utah to receive this level of distinction.
- The Utah State Office of Education participated in a Utah Association of Health, Physical Education, Recreation, and Dance (UAHPERD) conference in October. The focus of the presentation was on integrating physical activity into the core curriculum.
- The Utah Parent Teacher Association (PTA) is making an effort to improve the foods served at school parties. They are working with grocery stores to ensure that healthy platters are available for purchase.

- The Utah State Office of Education will be evaluating the implementation of the Health Core Curriculum using the newly released school profiles data. The data will be available in the Spring.

Worksites Work Group

On the heels of our successful worksite wellness conference last October, we surveyed our attendees about their experience over the 1½ days they spent with us and here is what we found:

- Most of our attendees were from large companies (500+ employees)
- We had an even mix of private and public sector organizations
- The majority have been offering workplace wellness programs for more than 3 years
- The area they struggle most with is 'motivating the unmotivated'
- Most of them have a Human Resources function in their respective worksites

The majority of those who completed the survey said the conference was



what's happening

Work Group Updates Continued



well organized. They also liked the new location at the University Park Marriott Hotel and said that the topics covered gave them a renewed energy toward their worksite wellness program.

Preparations are underway for the 2011 Worksite Health Promotion conference. We will return to the University Park Marriott Hotel, and have begun brainstorming improvements on our 2010 conference. The conference this year will be October 5 & 6. Mark your calendars!

As workplace wellness programs get more sophisticated, so must our method of evaluating them. For this reason there will be some changes in the way we award the wellness programs to Utah Companies applying for the Healthy Worksite Award. The Utah Council for Worksite Health Promotion will be putting together a subcommittee to develop new criteria. The intent is to encourage a program that is strategic by design and therefore results-oriented.



Utah Kids Are Raising a Racquet

“Raising A Racquet” is an after-school tennis program made possible by funding from Chevron Corporation and organized and administered by the Utah Tennis Association. Three sessions are held each year, with more than 60 students participating. Each session consists of five, 1-hour group lessons with a tennis professional. Students use short racquets and large foam balls as they learn to play tennis inside their gym. Each student receives a free tennis racquet, shirt, and a certificate of participation. Due to the success of the United States Tennis Association School Tennis program, several local schools have expressed interest in providing an after-school program for their students. The Utah Tennis Association provides Teacher In-Service Training free of charge to teachers who are interested in adding a tennis program to their schools. Call the Utah Tennis Association for more information at (801) 944-8782 x16.

The “Tennis and Tutoring” program is an after-school program for second- to fifth- graders enrolled at Lincoln Elementary School for the 2010-2011 school year. The program matches a tutor, one-on-one, with a student to help them improve their reading and academic skills. All enrolled students participate in a 1-hour tutoring session at the Liberty Park Tennis and Tutoring Classroom, followed by a 1-hour tennis lesson

from a Liberty Park tennis professional at the Tennis Center. The tutoring and tennis lessons take place twice weekly on Tuesdays and Thursdays. The program is free. Parental support is a key to the success of the program. While raising the academic achievement level of the students is the main goal, the tennis lessons help raise optimism and self esteem, as well as help to develop sportsmanship and promote healthy lifestyles. Students learn that tennis is fun!



Utah Partnership for Healthy Weight Update on EnergySolutions (Magna) Project

The Utah Partnership for Healthy Weight (UPHW) EnergySolutions (or “Magna”) Project is a comprehensive intervention and research initiative, funded to date by EnergySolutions, Inc. and the Office of the University of Utah Senior Vice President for Health Sciences. The Project targets children and adolescents in a single community – Magna Township – in an effort to combat obesity, and is known by a name, Magnify Your Life, chosen by a local organization. The Department of Health Promotion and Education at the University of Utah College of Health designed, directed and is undertaking this Project, which is grounded in (a) resiliency theory; (b) the use of monthly health-related messages to Magna residents; and (c) a “bombardment” strategy that seeks to saturate the community with both messages and interventions that improve nutrition or increase physical activity. Quantitative and qualitative Project data were initially collected from 902 individuals; mid-Project data are now being gathered.

Numerous Magna interventions to directly or indirectly combat obesity have taken place and continue. Five of 12 planned messages have gone out to the community via website and distribution of DVDs. University of Utah students have created a Facebook page, a web page on the Township website, and a blog. More than 10 articles have been published in the Magna Times. University of Utah students have taught lessons in Magna schools on healthy eating and stress management; at teachers’ request they have gone to every Magna elementary school almost weekly to teach and play outdoor recess games. University students have also conducted a physical activity program at the Samoan Church and promoted Magnify Your Life at health fairs and community events.

Project personnel, excluding University of Utah faculty, include four graduate students and five interns; two Department of Health Promotion and Education courses have included assignments specifically related to Magnify Your Life.

The determination of Prof. Glenn Richardson, Chair of the UPHW Research Committee, and his colleagues in the Department of Health Promotion and Education at the University of Utah have kept Magnify Your Life going despite severe funding constraints.

